



ARO 2024

THE 47TH ANNUAL MIDWINTER MEETING

Conference Prospectus

February 3-7

Anaheim, CA



About

THE ASSOCIATION FOR RESEARCH IN OTOLARYNGOLOGY

THE MISSION

The mission of the Association shall be to encourage and promote basic and clinical research in the broad fields of Otolaryngology, hearing and balance science, and related areas. To achieve these objectives, and to foster collegial assembly and stimulate scientific collaboration among its members, the Association shall encourage year-round scientific engagement through meetings and other activities.

THE VISION

Our vision is to pioneer inventive excellence in pure and applied science by nurturing researchers to perform the most rigorous and exciting science in the study of hearing and balance and related otolaryngological fields. We seek to use our collective knowledge to make fundamental discoveries and develop ground-breaking treatments that improve quality of life.

OUR CORE VALUES

- **Science:** We promote rigorous original basic science and clinical research that moves forward our understanding of hearing and balance sciences and related fields. We strive to provide a forum for dissemination and meaningful discussion of results.
- **Diversity:** We acknowledge and honor the fundamental value and dignity of all individuals. We are committed to maintaining an inclusive environment that removes barriers and respects diverse people, approaches, and ideas.
- **Integrity:** We maintain the highest ethical standards in the collection, sharing and dissemination of research and champion best practices in both basic and clinical experimentation.
- **Collaboration:** We believe in listening and evolving together by embracing the exchange of ideas through initiatives including, but not limited to, interdisciplinary research, education, mentorship, and professional networking.
- **Education:** We support and empower our community by providing multi-faceted educational and mentorship opportunities relevant to early career professionals and throughout the career-span.

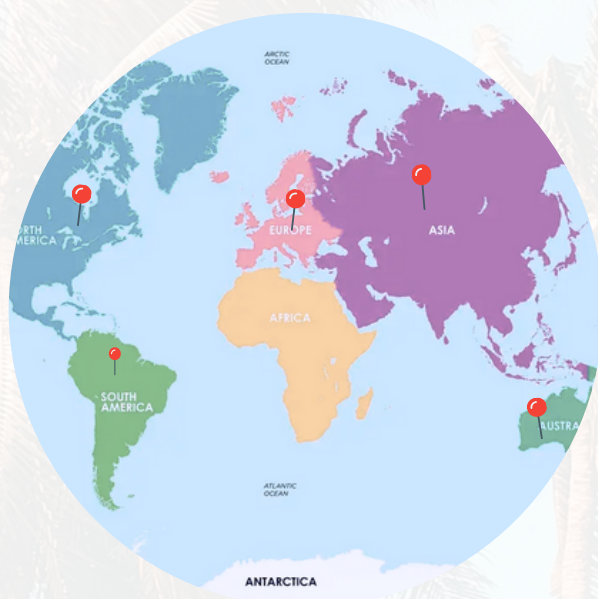


Who Attends the ARO MidWinter Meeting?

The 47th Annual MidWinter Meeting of the Association for Research in Otolaryngology (ARO) provides a national and international forum for scientists of diverse backgrounds to advance the understanding of otolaryngology and work to understand how the ear and the brain process sound and control balance.

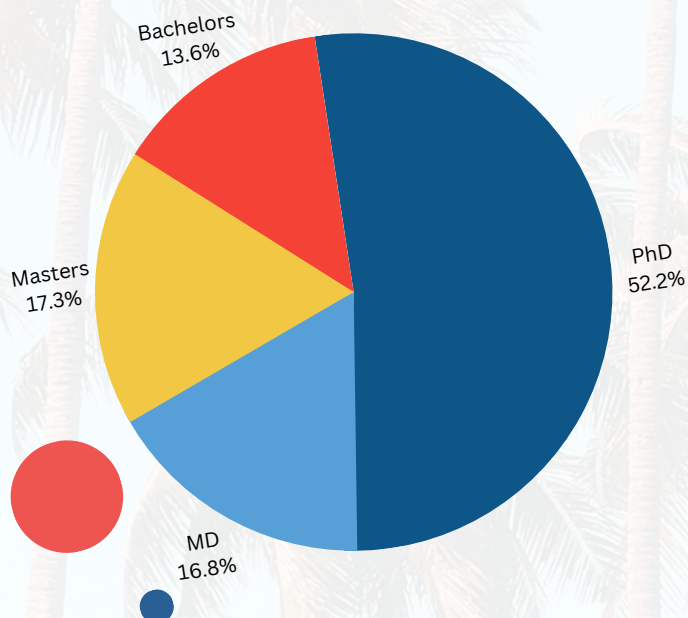
This is an opportunity to increase your exposure to 1,800 attendees, including many international attendees. See demographic information below.

ARO draws attendees from 6 major regions of the world:

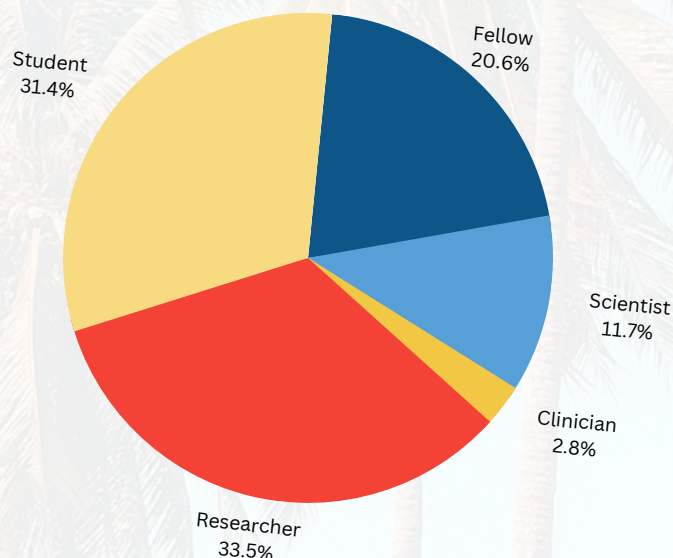


North America: 1271
Europe: 315
Asia: 121
Middle East: 17
Australia: 12
South America: 7

Education Level



Occupation of Attendees



Meeting Information

Conference Dates

FEBRUARY 3 - 7, 2024

Location

**ANAHEIM MARRIOTT
700 W CONVENTION WAY
ANAHEIM, CALIFORNIA 92802
USA**

Registration

**Registration will open in October 2023
and is included complimentary in most
sponsor and exhibitor packages.**

Housing

**Discounted housing will be available at
the Anaheim Marriott once registration
opens. Rates begin at \$275 per night.**

Program

**Registered exhibitors and sponsors are
invited to attend conference sessions and
meals and events open to all attendees.**

Exhibition Schedule (show dates, tentative times)

**SATURDAY, FEBRUARY 3
12:00 PM - 7:30 PM**

Poster Session 12:00-2:00
Opening Reception 5:30-
6:30

**SUNDAY, FEBRUARY 4
9:00 AM - 3:00 PM**

Poster Session 12:30-2:00

**MONDAY, FEBRUARY 5
9:00 AM - 3:00 PM**

Poster Session 12:30-2:00

**TUESDAY, FEBRUARY 6
9:00 AM - 3:00 PM**

Poster Session 12:30-2:00

**WEDNESDAY, FEBRUARY 7
9:00 AM - 12:00 PM**



Exhibitor Packages

The 2024 ARO MidWinter Meeting program will include time designated for posters and exhibits, allowing increased exposure to the conference attendees. Exhibits are located in the same room as poster presentations, and all exhibitors are prominently listed on the ARO MidWinter Meeting website. On Opening Day, a reception is served in the exhibit area.

INDUSTRY EXHIBIT BOOTH

\$1,700

- 8'X10' space
- One (1) 6' table and two (2) chairs
- Two (2) Complimentary Exhibitor registrations
- Sponsor listing on ARO Conference Website, Mobile App and Walk-in Slides

NONPROFIT EXHIBIT BOOTH

\$850

- 8'X10' space
- One (1) 6' table and two (2) chairs
- Two (2) Complimentary Exhibitor registrations
- Sponsor listing on ARO Conference Website, Mobile App and Walk-in Slides

EXHIBITOR DISPLAY TABLE

\$450

This option is for an un-staffed exhibit table to hold company materials, booklets, contact information, etc. This option does not include conference registration. Conference staff will set up your materials per your instructions and maintained throughout exhibit hours. Unused materials will not be returned.



Sponsor Packages

WIRELESS INTERNET SPONSOR \$10,000

WiFi is now a basic need for conferences, and it is one of the most expensive things to provide. **BE THE ONE WHO MAKES ACCESS POSSIBLE** and get:

- A splash page with your logo, seen by all attendees multiple times during the conference
- Listing in the program book
- Logo on signage and sponsor slide in Symposium session rooms

HAIR BALL CLOSING EVENT \$10,000

The most exciting social function at the meeting could be sponsored by you!

- Verbal recognition at Closing Banquet
- Company name on function signage
- Special recognition on sponsor slide and mobile app

AWARDS & HONORS RECEPTION \$8,000 Exclusive or \$4,000 Partial

This reception honors the **ARO Award of Merit** recipient as well as winners of the

- Poster Blitz
- Young Investigator Award
- Pioneer Award in Basic Science
- Innovator Award in Clinical Science
- Company logo/name will be listed on signage.



• Sponsor Packages

DIVERSITY & MINORITY AFFAIRS SESSIONS **\$7,500 EXCLUSIVE; \$2,500 PARTIAL**

- Verbal recognition at session
- Company name/logo on signage
- Recognition on sponsor slide in Symposium session rooms
- Recognition on mobile app

TRAVEL AWARDS LUNCHEON **\$5,000 Exclusive or \$2,500 Partial**

Help provide lunch to the Travel Awardees. This luncheon recognizes the recipients of the travel award grants and their mentors. Sponsorship includes:

- Company logo/name will be listed on signage.
- Recognition on sponsor slide in Symposium session rooms
- Recognition on mobile app

ASSISTED LISTENING DEVICES **\$2,500**

Help cover the cost of accessibility for hearing-impaired attendees. Sponsorship includes:

- Company logo/name will be listed on signage at Registration
- Recognition on sponsor slide in Symposium session rooms
- Recognition on mobile app



Sponsor Packages

SIGNAGE SPONSOR \$2,000

Help cover the cost of way-finding. Sponsorship includes:

- Company logo/name will be listed on each sign throughout the conference
- Recognition on sponsor slide in Symposium session rooms
- Recognition on mobile app

LIVE CAPTIONING SPONSOR \$5,000

Help cover the cost of captioning in session rooms for hearing-impaired attendees. Sponsorship includes:

- Company logo/name will be listed on signage at Registration
- Recognition on sponsor slide in Symposium session rooms
- Recognition on mobile app

DIGITAL PROGRAM BOOK AD

Provide an ad for the Digital Program Book, a key reference item for all attendees.

- Full Page: \$750*
- Half Page: \$500*
- Quarter Page: \$250*

***25% discount for non-profit organizations**



Sponsor Packages

POCKET GUIDE \$5,000

Back by popular demand and due to your sponsorship, a quick-reference guide for the schedule in attendees' pockets. Sponsorship includes:

- Company name/logo featured on up to 800 printed pieces
- Recognition on sponsor slide in Symposium session rooms
- Recognition on mobile app

POSTER/EXHIBIT HALL BREAKS \$3,000

Help ARO provide the most-requested item on last year's feedback survey - snacks in the Poster/Exhibit Hall. Sponsorship includes:

- Company logo/name on signage at food stations
- Recognition on sponsor slide
- Recognition on mobile app

DAILY NEWS BRIEF \$2,000/ Day or \$10,000 for all 6 Days

Get your logo in front of all attendees first thing in the morning as they plan their day. Sponsorship includes:

- Logo prominently displayed on the daily News Brief email
- Listing in the program book
- Logo on signage
- Logo on sponsor slide in Symposium session rooms



Policies and Procedures

CERTIFICATE OF INSURANCE

Exhibitors and their authorized decorators must have liability insurance. Each exhibitor must provide a "Certificate of Insurance" listing the Association for Research on Otolaryngology as Additional Insured from showing coverage for the duration of the event, including move-in and move-out days. The minimum requirement is liability and property damage insurance of no less than \$1,000,000 per occurrence.

ASSIGNMENT OF SPACE

Exhibit booth assignments will be made on a first-come, first-served basis upon receipt of payment and a completed Exhibitor Registration form. No assignment will be made without payment. ARO reserves the right to assign the next best available space when the requested space is unavailable.

ANCILLARY EVENTS

All ancillary events must receive written authorization from ARO for events during the MidWinter Meeting either onsite or offsite. An ancillary event is any function held during the conference by a party other than ARO. No events may be scheduled during educational sessions. To obtain ARO meeting space, the organizer must be an exhibitor and/or conference supporter. All requests must be sent to Eleanor Nelson at ENelson@parthenonmgmt.com.

PROTECTION OF EXHIBIT SPACE

Nothing shall be posted, tacked, nailed, screwed or otherwise attached to columns, walls, floors or other parts of the venue without the written permission of ARO or a representative of the property, which must be provided to ARO prior to attaching.

Policies and Procedures (cont.)

ADDITIONAL EQUIPMENT

additional equipment may be rented from the General Services Contractor. Order forms will be available in the Exhibitor Service Kit. A link will be emailed to the contact person on your contract once payment is made.

PAYMENT AND CANCELLATION

Contract for Exhibit Space and Sponsorship must be accompanied by payment in full. Contracts submitted without payment will not be processed and space will not be held until payment is received. A 50% cancellation refund is available through December 29, 2023.

HOTEL RESERVATIONS

As a nonprofit organization, the Association for Research in Otolaryngology requests that exhibitors support the organization by staying at the host hotel if at all possible. In 2024, the host hotel is the Anaheim Marriott, 700 W Convention Way, Anaheim, California, 92802. Please use the link on your registration confirmation email to book at the group rate of \$275 plus tax by January 10, 2024, or contact ARO at headquarters@ARO.org.

THIRD-PARTY CONTRACTORS

if your booth will be built by a third-party contractor, please notify ARO as soon as possible and no later than December 29, 2023. An insurance certificate may be required. If the contractor shows up without being on the list of approved contractors, they may be turned away at the loading dock.



Thank You
for Your Support



The Association for Research in Otolaryngology

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